



Trade Direct Marketing Group
401 N. Main Street
Winston-Salem, NC 27102
K Wadia (910) 741-7004
Jacquie McLaurin (910) 741-4382
Nikki Lail (910) 741-0460

Attached is a *Communication Letter* and a *Results Sheet* containing **IMPORTANT** information that affects you, your sales reps, your chain and their store managers regarding the postcard that is scheduled to be mailed on July 25, 1997.

Please ensure the information in the *Communication Letter* is shared as soon as possible with all store managers, supervisors, and sales reps so they will be adequately informed and prepared to honor the promotion.

Please note the mailout *quantity* on the attached *Results Sheet*, as it directly impacts RJR and the chain's accrual match dollars. This number reflects the actual number of households that will receive the mailer. If you need assistance estimating the total cost of your program, please give us a call. You should save these funds for payment at the end of the program and possibly collect funds from your chain for their portion.

Please complete and return the *Results Sheet* with pertinent AIM data upon completion of the program.

If your mailer has coupons, it is very important that you do not reimburse your chain for them prior to talking with K or Jacquie, since the chain is responsible for one-half of the total cost of the program from their match. Please let us know how many coupons were redeemed and we will inform you as to how much is owed and by whom.

Thanks very much for your careful follow-through on these requests and please call if you have any questions.

Sincerely,

Nikki

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